

YANELIZ MERCADO-ROSAS

CREATIVE VISUAL LEAD

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ABOUT ME

I'm Yaneliz, a creative lead and visual media specialist working across cinematography, photography, editing, and direction. I develop visual content for marketing, digital platforms, and brand campaigns, ensuring every project is rooted in clear storytelling and strategy. My work spans brand films, social content, and short documentaries for organizations including Neighborly, Supercuts, MedSmart, Catholic Charities, University of Nevada, Reno, and Big Brothers Big Sisters. I'm passionate about blending creativity and purpose to create work that connects and performs.

EXPERIENCE

Sep 2022 - Present

HEAD OF VISUAL MEDIA

LSM - DIGITAL MARKETING AGENCY

- Built and led the visual media department, initially hired as a photographer and cinematographer and later promoted to Visual Media Lead.
- Direct and produce shoots, manage post-production, and guide creative execution to ensure creative consistency and quality.
- Provide strategic guidance on visual style, formats, and content usage to maximize performance across platforms.
- Collaborate with leadership and clients to develop and execute high-impact visual campaigns.

Jan 2018 - Present

FREELANCE PHOTOGRAPHER/CINEMATOGRAPHER

SELF

- Deliver photo and video content for brands and clients, handling creative direction, production, and post-production independently.
- Collaborate closely with clients to ensure visuals align with client needs, timelines, and visual styles.
- Direct, shoot, and edit visual stories with a strong focus on composition, narrative, and mood.

Sept 2020 - Sep 2022

VIDEO PRODUCTION & MARKETING COORDINATOR

LALA PHOTOGRAPHY LAS VEGAS

- Established in-house videography as a core marketing asset for promotional campaigns.
- Produced short-form video content for marketing and brand awareness across digital platforms.
- Supported marketing efforts through website updates, flyer design, and email campaign distribution.
- Managed and scheduled social media content using SmarterQueue to ensure consistent brand presence.

Jan 2020 - Jan 2022

STUDENT SERVICES MULTIMEDIA VIDEOGRAPHER

UNIVERSITY OF NEVADA, RENO

- Recruited to produce educational and informational video content serving the Latinx community.
 - Created short-form videos (1-2 minutes) for student service departments, including PSAs, branding, and marketing content.
 - Operated independently, maintaining consistent communication with department directors to manage requests and approvals.
 - Directed, filmed, and edited projects while managing multiple deadlines efficiently.
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EDUCATION

Bachelor of Arts

Journalism with a Minor in Cinema & Media Studies

University of Nevada, Reno
2018 - 2020

Associates of Arts

Journalism

College of Southern Nevada
2015 - 2018

SKILLS

- Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Lightroom Classic)
- Video Production & Post-Production
- AI Design Tools (Envato Elements)
- Social Media Content Strategy & Management (SmarterQueue, Hootsuite)
- Project Management (Notion, ClickUp, Asana)
- Bilingual (English, Spanish)

REFERALS

CHELSE RENDON

Relation: Former Coworker

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FRANCISCO GARCIA

Relation: Colleague

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